

New Feature Series:

"THE GENERAL DIED AT DAWN"—By Charles G. Booth

August 15, 1936

5¢
a copy

Maclean's

Canada's National Magazine



THE LARGEST MAGAZINE CIRCULATION IN CANADA



Champion Spark Plug from above placed a major part in victory in today's 500-mile Indianapolis race, securing Jack Dempsey's win in early September. Champion Spark Plug was the only spark plug used in the 500-mile race. Champion Spark Plug was the only spark plug used in the 500-mile race. Champion Spark Plug was the only spark plug used in the 500-mile race.



Jack Dempsey, driver of the 1936 Ford, led the 500-mile race, securing victory. Champion Spark Plug was the only spark plug used in the 500-mile race. Champion Spark Plug was the only spark plug used in the 500-mile race. Champion Spark Plug was the only spark plug used in the 500-mile race.



Jack Dempsey, driver of the 1936 Ford, led the 500-mile race, securing victory. Champion Spark Plug was the only spark plug used in the 500-mile race. Champion Spark Plug was the only spark plug used in the 500-mile race. Champion Spark Plug was the only spark plug used in the 500-mile race.

13th Consecutive Victory at Indianapolis

For the thirteenth straight time, cars equipped with Champion Spark Plugs were victorious in this year's 500-mile Indianapolis race. Louis Meyer, who finished first and in so doing became the only driver to win it three times, set a new all-time record of 109.069 miles per hour. The first two men to finish all used Champions. In this year's race, spark plugs were more important than ever before, since each driver was allowed only 37½ gallons of gasoline for the 500 miles. A missing cylinder caused by a leaking, pre-igniting or fouled spark plug meant loss of speed as well as waste of precious fuel. Champion Spark Plugs make every engine a better performer and more economical engine.

TO KID YOUR CAR OF MOTOR "BUGS" INSTALL A SET OF CHAMPION PLUGS



When you prepare for your holidays

AT NO OTHER TIME are you more conscious of merchandise than when you prepare for a holiday. Each item has the definite purpose of making your vacation more enjoyable, safe and comfortable. It often happens that you require things you never used before. Extra care is needed when making a choice—for there must be no shortcomings in the goods or your holiday may be spoiled. For your own protection then, be guided by the sensible rule: Buy nationally-advertised products.

Only products made by reputable manufacturers and sold from coast to coast are nationally advertised. Thus the products advertised in Maclean's Magazine are obviously good products—for their makers have a national reputation to maintain. They must produce reliable merchandise of the highest unvarying quality—because of the nation-wide demand for it—can be sold at reasonable prices. Remember that while not all good products are nationally advertised, all nationally advertised products are good. If you were doubtful of a spring of water at your summer place, you would refuse to drink it. Be as careful with your purchases and refuse the articles of dubious worth. Like the water, they may only look good. Buy wisely—on your vacation and at all other times. Select nationally advertised products, you can get your favorite brands wherever you go.

Many products are in general use and are distributed nationwide at high prices. National advertising has increased their acceptance and product so that they are now available to everyone at moderate prices. Before making purchases which are offered to you by acceptance with the opinion recommendation of "they are just as good."

[No. 21 of series on why you should always ask for and select nationally advertised products.]

Maclean's

Published Every Week except on Thursdays
at Toronto, Ontario, Canada
Second Class M. A. 100
No. 101 St. George Street
© 1938 Maclean's Publishing Company

CONTENTS

THE 48 WEEKS OF 1938 10-18

Editorial by John D. Maclean

NOVELS

The Novelists of the Year 1938 18

The Novelists of the Year 1938 18

The Novelists of the Year 1938 18

The Novelists of the Year 1938 18

GENERAL ARTICLES

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

GENERAL ARTICLES

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Maclean's 1938 18

Editorials

Commissions

ON THE 17th there will be the Royal Commission on the Economy of the Canadian Economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

During recent years commissions have been setting the economy on fire. The Royal Commission on the Economy of the Canadian Economy is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

We've had also the Economic Commission for Saskatchewan and Alberta. The Five Branches Commission on the Economy of the Canadian Economy is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

For years there have been commissions. The Royal Commission on the Economy of the Canadian Economy is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

What there is left is the question of the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

The Government will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Partisan officials of the Government Department of Agriculture will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Partisan newspapers are writing the history of a community. They played up one side of the controversy and they played down the other. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

not playing fair with the consumer or with investors or with a whole host of other people. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

But the inquiry must be fair. It must not be for the benefit of the few. It must be for the benefit of the many. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Offhand condemnation of any business or industry before charges are advanced would be a waste of time and a waste of money. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Eastward Ho

ALRIGHT, EAGER, young girl, come into the office and write up. The new girl is the new girl. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

The girl that most of the girls who had graduated with her were coming East in search of opportunity. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Business houses in Ontario and Quebec, as well as in the other provinces, were looking for the girl. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

There is a girl in the office. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

The girl that most of the girls who had graduated with her were coming East in search of opportunity. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Business houses in Ontario and Quebec, as well as in the other provinces, were looking for the girl. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

There is a girl in the office. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

The girl that most of the girls who had graduated with her were coming East in search of opportunity. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

Business houses in Ontario and Quebec, as well as in the other provinces, were looking for the girl. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

There is a girl in the office. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

The girl that most of the girls who had graduated with her were coming East in search of opportunity. It is a body of men and women who will be looking at the economy of the Canadian economy. It is a body of men and women who will be looking at the economy of the Canadian economy.

At Home Days

Will Soon Be Here

Westinghouse

Electric Home Appliances

Westinghouse

Electric Home Appliances

MODERNIZE Your Home

Westinghouse

Electric Home Appliances

was one of the women who had been...
 The other women who had been...
 I don't know. I don't know. I don't know.

WRIGLEY'S DOUBLEMINT CHEWING GUM

MAKES THE NEXT SMOKE TASTE BETTER

BOYS! Win a Smart Bike!

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

JOIN IN THE FUN!

EVERY BOY WINS A PRIZE!

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

Concord Associates, Young Canada Builders' Club
 840 Dundas St. W., Toronto, Ont.

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

Wings for Tomorrow

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

BOYS! Win a Smart Bike!

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

Matter of Fact

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

SAY! ON A HOT MORNING I'LL TAKE MORE OF THESE COOL KELLOGG'S EVERY TIME!

...the smartest bike in the world...
 ...the smartest bike in the world...
 ...the smartest bike in the world...

Kellogg's CORN FLAKES

• TUNE IN THE KRAFT RADIO PROGRAM: BING CROSBY AND FAMOUS GUEST STARS. EVERY THURSDAY NIGHT



THESE CHERRY TARTS have the delicate richness of "Philadelphia" Brand Cream Cheese right in their crusts! Blend together 1½ pkgs. "Philadelphia" Brand and ½ cup shortening. Add 2 cups flour, ½ teaspoon salt; chill dough in refrigerator over night. Roll dough. Form tarts on bottom of custard cups, pinching at 4 corners. When baked, fill tart shells with fresh or canned red cherries, seasoned to taste, heated and thickened slightly with corn starch. Top with "Philadelphia" Cream Cheese, softened with milk and pressed through pastry tube.



To make cool menus tempting and nutritious, play up Kraft Cheese!

OUT OF THE REFRIGERATOR onto the tray goes this tempting combination of cheeses and salad. An easy meal that's wonderfully nutritious! In the Kraft Cheeses there's not only protein, food energy, and the essential Vitamin A, but an amazing amount of precious milk minerals including calcium and phosphorus. It takes more than a gallon of rich milk to make a single pound of these cheeses. They're *big* in nutrition! The assortment above includes full-

flavored Kraft Canadian; nutswart Kraft Swiss, the famed "Philadelphia" Brand Cream Cheese—fresh, delicate in flavor; Kraft Camembert, velvety-smooth; and textural Roquefort, imported from France! Deliciously mild Kraft Velveeta, zesty Kraft Creamed Old English and the five Kraft Cream Spreads, in Swankswig drinking glasses, are other Kraft cheeses that will bring pleasing variety to your summer menus. Try them!

Buy Maclean's, enjoy Kraft

Just think . . . it takes more than a gallon of rich milk to make a single pound of Kraft Cheese!



Kraft

THE WORLD'S FINEST CHEESES ARE MADE OR IMPORTED BY